

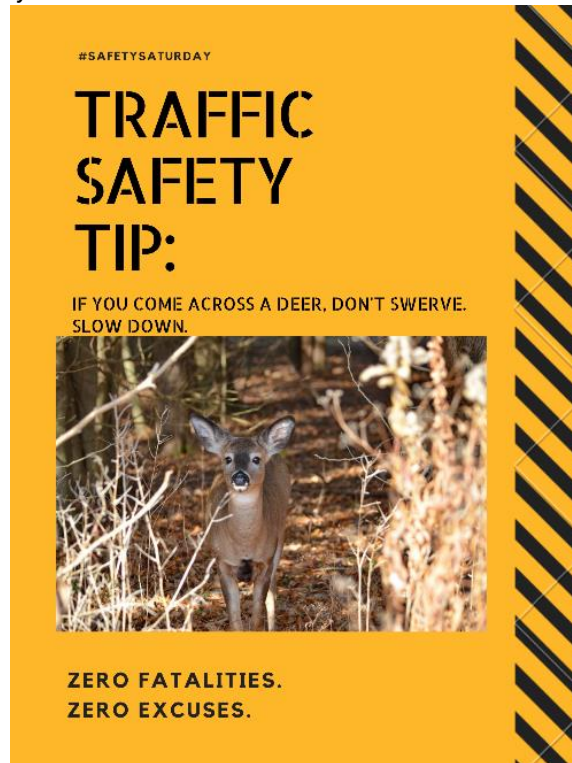


North Dakota Department of Transportation
October 2021 Organic Social Media Post Plan - Facebook, Instagram and Twitter
October 1, 2021

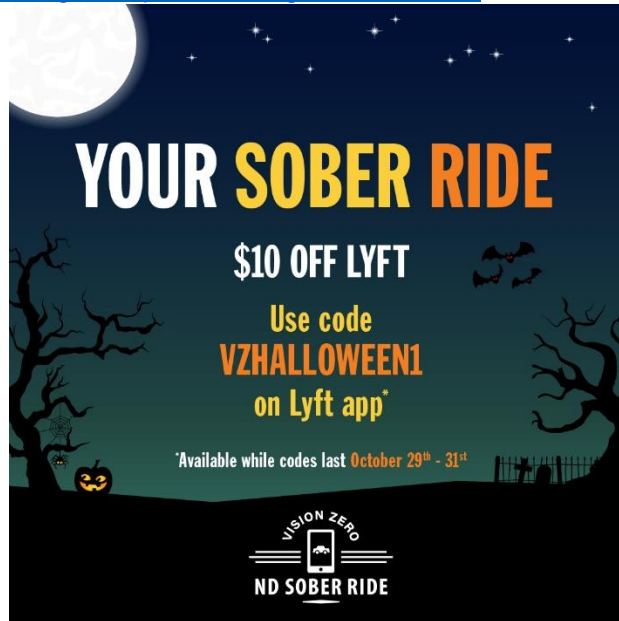
Once approved, the following draft posts will be used to populate the Vision Zero ND Facebook page, Instagram account and Twitter account (with character limit adjustments) for the month of October 2021. Additional posts may be recommended throughout the month based on newsworthy stories or unique opportunities that present themselves after this plan is approved. Those additional posts will be presented to NDDOT for approval before posting.

October 1: Are you watching the UND and NDSU game tomorrow? 🏈 Remember to plan for a sober ride! #DriveSober #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/ImpairedDriving/>

October 2: Happy #SafetySaturday! If you come across a deer while driving, don't swerve. This will put yourself and others at risk. Try to slow down. #VisionZeroND #NDDOT



October 3: October 29th - 31st, use @Lyft code VZHALLOWEEN1 for \$10 off a sober ride! 🍷 Available while codes last. #DriveSober #NDSoberRide #VisionZeroND #NDDOT <https://visionzero.nd.gov/strategies/ImpairedDriving/NDSoberRide/>



October 4: It's hunting season! Whether you're traveling on highways or rural roads, remember to buckle up on the way to your hunting spot! #BuckleUp #VisionZeroND <https://visionzero.nd.gov/strategies/wildlife/?fbclid=IwAR17DzntK3iTKNNY2LmUXsgVvkEI9U1vYzkN-ih0D-1eQoS4aWfdKbYKPE>

October 5: Tomorrow is National Walk to School Day! Take time today to teach your kids about pedestrian safety! 👤 #WalkToSchoolDay #VisionZeroND #NDDOT <https://www.facebook.com/walkbiketoschoolday/>

October 6: October is Crime Prevention Month! If it's visible, it could be stolen. Keep your valuables hidden and your doors locked at all times! 🔍🚗 #TheftPrevention #VisionZeroND



PARK in well-lit areas.

PUT away valuables.

LOCK cars and windows.



DO NOT leave keys in car.

NEVER leave your vehicle while it's running.

October 7: A Vision Zero School believes the only acceptable number of fatalities and serious injuries on North Dakota roads is zero. Does your school want to make a huge difference in the community?

Become a Vision Zero School by contacting the Safety Public Information Program Manager at lbjork@nd.gov. Visit our website for more information!

https://visionzero.nd.gov/partners/visionzeroschools/?fbclid=IwAR3eq4alwjiJENMfCwMMWsZfpejhUwbKb5GYnn-p2TbVmXkfkL19zdz_Kgtk

October 8: Tomorrow is @NDSU Homecoming! 🙌🏈 If you plan to consume alcohol while cheering on the Bison, plan for a sober ride! #DriveSober #NDSUHomecoming2021 #VisionZeroND

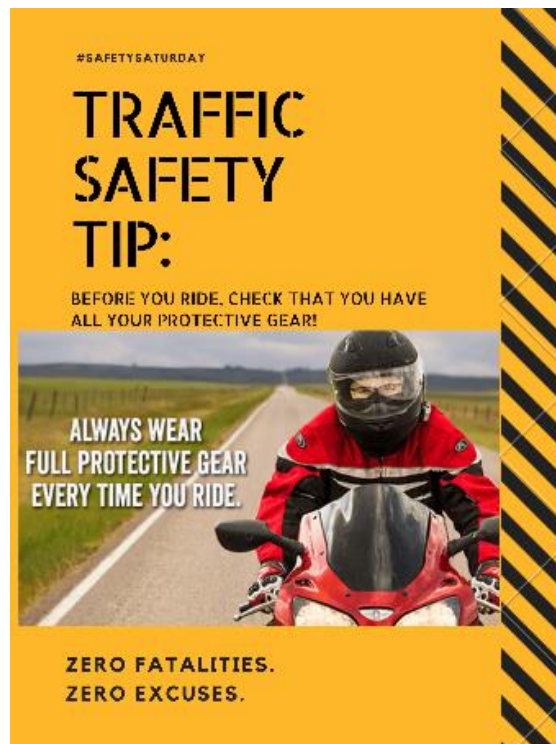
<https://visionzero.nd.gov/strategies/ImpairedDriving/NDSoberRide/>



October 9: Even the best Motorcycle riders crash. Before you get on your motorcycle, count to seven with this checklist of protective gear:

- ✓ Helmet
- ✓ Face Protection
- ✓ Riding Suit or Jacket/Pants
- ✓ Boots
- ✓ Gloves
- ✓ Rain Gear
- ✓ Hearing Protection

#SafetySaturday #MotorcycleRideDay #VisionZeroND #NDDOT



October 10: When coming up with your child's Halloween costume, consider these helpful tips!

- 👂 Choose light colors so they're seen
- 👁️ Masks can affect vision. Use face paint/makeup, if possible
- 👂 Have kids carry glowsticks or flashlights so they're seen

#HalloweenSafety #VisionZeroND #NDDOT

<https://www.safekids.org/tip/halloween-safety-tips>

October 11: @ImpactTeenDrivers is offering a free, interactive online program to prevent the #1 killer of teens - motor vehicle crashes. Sign your teens up to bring this lifesaving message to ND's youth! Visit the Impact Teen Drivers website for more information.

https://www.impactteendrivers.org/NorthDakota?fbclid=IwAR0UBWA5DTkfb3MGNHVRnhXiOZYSjwAOBGPi_ufNcMI-GgPKWyNImqVAMM0



Here's an effective way for you and your community to prevent the
#1 KILLER OF TEENS.

Impact
Teen Drivers

Distracted driving kills teens, so the North Dakota Association of Counties has teamed up with the "Impact Teen Drivers - What Do You Consider Lethal" Campaign with an interactive, high energy program to help teens think about the deadly impact of distractions like texting, reaching for objects or selecting music while driving.

- No cost, easy-to-use
- For teachers, safety educators, law enforcement and students
- Encourages teens to take a lead in peer-to-peer messaging
- Hour-long assembly or classroom style

To book this program, please contact: ImpactTeens@ndaco.org
Vision Zero Outreach Program

VISION ZERO  

October 13: If you love them enough to have matching Halloween costumes, then you'll definitely make sure they're in the right seat! #ChildPassengerSafety #NDDOH #VisionzeroND #NDDOT

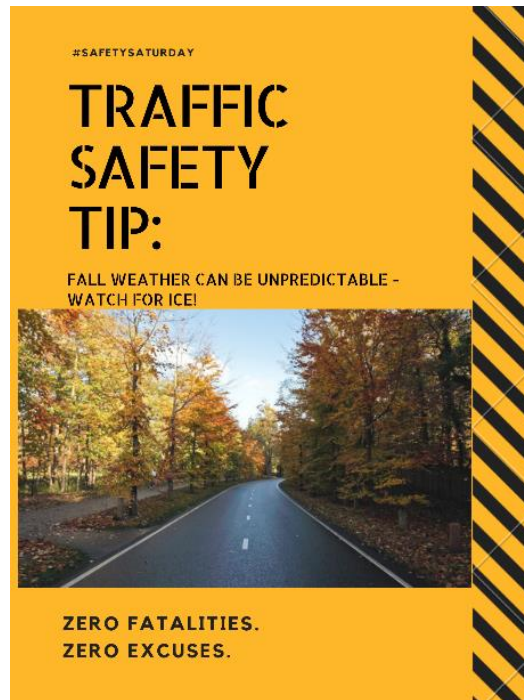


Car Seat.mp4

October 15: Want to help us get to zero fatalities and serious injuries on North Dakota roads? Join the Vision Zero Partner Network! Get free marketing and educational materials and learn how you can help! Join today and help promote traffic safety! #VisionZeroND #NDDOT

<https://visionzero.nd.gov/partner-safety-network/JointhePartnerNetwork/>

October 16: Fall weather can change quickly from warm to cold. Watch for ice that may have formed overnight! Especially on overpasses and bridges. #SafetySaturday #VisionZeroND #NDDOT



October 17: This week is #TeenDriverSafetyWeek! Take time to teach your teen about the responsibilities that come with driving. #VisionZeroND



October 18: This week is National School Bus Safety Week! More than 25 million children ride the bus to school every day. Check out these tips to keep our children safe at the bus stop! #SchoolBusSafety #VisionZeroND #NDDOT
<https://www.napt.org/files/NSBSW/Bus%20Stop%20Safety%20Tips-2016update.pdf>

October 19: Your teen looks up to you more than you think! Set a good example for them when you're behind the wheel. #TeenDriverSafetyWeek #VisionZeroND #NDDOT



October 20: Did you know these school bus safety facts? #NationalSchoolBusSafetyWeek #VisionZeroND #NDDOT
<https://www.statefarm.com/simple-insights/family/school-bus-safety?fbclid=IwAR33FgnuDPIQeRXcdeJv3C5S5LyiRIB0ns054UNz-MXkhiY>

October 21: Happy Homecoming, @UND fans! ❤️ If you plan to participate in the 🍷 festivities, call a ride hailing service or plan for a sober ride! #UND Proud #DriveSober #VisionZeroND #NDDOT
<https://visionzero.nd.gov/strategies/ImpairedDriving/>

October 22: #TeenDriverSafetyWeek may be winding down, but that doesn't mean conversations about smart driving have to end. Have these lifesaving conversations with your teen often! #TSDW #VisionZeroND #NDDOT
www.NHTSA.gov/teendriving



October 23: Halloween is right around the corner! Watch out for children and keep these driving tips in mind:

- 👻 Slow down - Kids are excited and may move in unpredictable ways
 - 👻 Enter and exit driveways slowly
 - 👻 Turn your headlights on earlier in the day to spot children from larger distances
 - 👻 Popular Trick-or-Treat hours are 5:30 pm to 9:30 pm
- #SafetySaturday #HalloweenSafety #VisionZeroND #NDDOT



October 24: Speeding is for the racetrack, not the road. Stop Speeding Before it Stops You.
#VisionZeroND #NDDOT
<https://youtu.be/pa-tLR0GT0g>

October 25: Not all railroad crossings have gates, bells and flashing lights. Always approach railroad crossings with caution. #StopTrainsCant #VisionZeroND #NDDOT



RailRisk_Freight_1200
x1200.mp4

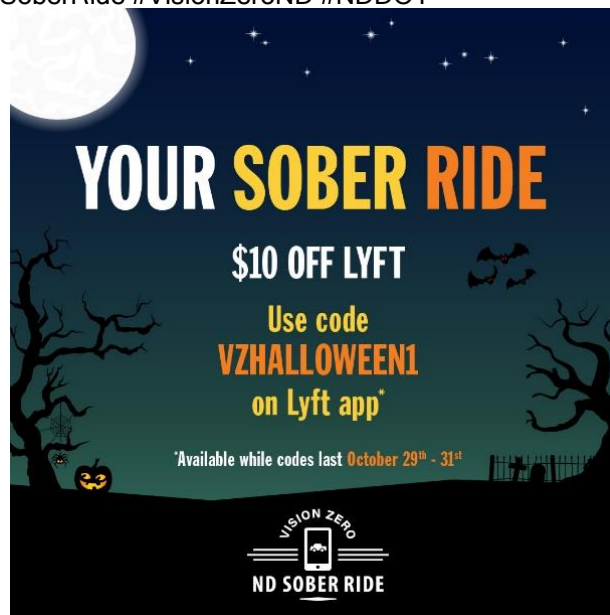
October 26: There is nothing more frightening than an impaired driver! 🚗 Use Lyft code VZHALLOWEEN1 for \$10 off a ride all of October or while codes last. #Halloween #NDSoberRide #VisionZeroND #NDDOT



October 27: One vehicle is stolen every 43.8 seconds in the United States. Play it safe and keep your doors 🔒. #TheftPrevention #VisionZeroND #NDDOT
<https://www.nhtsa.gov/road-safety/vehicle-theft-prevention>

October 28: The Vision Zero Coordinators serve as points of contact for community leaders and the public! If you have any questions about Vision Zero, reach out to the coordinator in your region! #VisionZeroND #NDDOT
<https://visionzero.nd.gov/partners/regionalcoordinators/>

October 29: Having a few witches' brews this weekend? 🍷 Use Lyft code VZHALLOWEEN1 for \$10 off a ride while codes last! #NDSoberRide #VisionZeroND #NDDOT



October 30: It's Halloween weekend! 🎃 Here are a few safety tips to talk to your kids about before they Trick-or-Treat! Teach them to:

🎃 Make eye contact with drivers

🎃 Watch for cars that are backing up

🎃 Stick to familiar areas that are well-lit

#SafetySaturday #HalloweenSafety #VisionZeroND



Yellow Stripes Basic Safety Driving Campaign Poster (2).mp4

October 31: Happy Halloween! If you plan to drink alcohol tonight, use Lyft code VHALLOWEEN1 for \$10 off a ride while codes last. Buzzed Driving is Drunk Driving. #NDSoberRide #Halloween #VisionZeroND #NDDOT

<https://visionzero.nd.gov/strategies/ImpairedDriving/NDSoberRide/>

